

THE NATIONAL TRUST AND CONFIDENCE RESEARCH STUDY: IMPLICATIONS FOR DEVELOPING A PUBLIC TRUST & CONFIDENCE INDEX FOR FLOOD RISK INFORMATION, EDUCATION AND COMMUNITY ENGAGEMENT

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This session will present the key findings and results from the National Trust and Confidence Research Study and its implications for developing a national index for public trust and confidence in flood risk information, education and community engagement. Conducted in fall 2011, the study was designed to answer fundamental questions such as “What are the key elements which define or shape “public trust and confidence?”” and “How are “public trust and confidence” measured, once defined and implemented?” This ground-breaking research study sought to answer two important questions. First, whether any other such indices related to trust and confidence exist (both past and present, and within the US and outside) and if so, what are their key characteristics; and second, to identify, be they individuals or institutions, national thought leaders focused on better understanding and measuring “public trust and confidence.” To the extent possible, the study focused on indices designed to measure trust and confidence of the public and/or private sector.

The study investigators will share their insights on how the study methods and results could provide the context needed to effectively design position and replicate a “Flood Risk Public Trust and Confidence Index.” Specifically, the investigators will describe the process and key ingredients for constructing an effective Index such as how the overall index is structured; who the various players are in the construction of the index from data collection and design to distribution; what are the primary topic areas, e.g., perceptions of competence, forthrightness, consistency in messages, timeliness in the release of information, etc.; in terms of players and partners, who is considered the owner of the index, and ultimately, how the index is deployed in the field and publicized.

The study investigators will engage session participants in brainstorming ideas and suggestions for developing a potential new index in the form of a “Flood Risk Public Trust and Confidence Index” which helps to inform government flood risk outreach, education and community engagement.

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